

REMARKS

This timely responds the Office Action mailed February 23, 2004. Claims 24-43 are currently pending in the application, of which claims 24, 33 and 43 are independent claims.

Applicants appreciate the Examiner sparing time for the telephone interview on May 20, 2004. In view of the following Remarks and as discussed during the telephone interview, Applicants respectfully request reconsideration and timely withdrawal of the pending rejections for the reasons discussed below.

Rejections Under 35 U.S.C. §103

Claims 24-31 and 33-42 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U. S. Patent No. 6,229,516 issued to Kim, *et al.* ("Kim") in view of U. S. Patent No. 5,093,655 issued to Tanioka, *et al.* ("Tanioka"). Applicants respectfully traverse this rejection for at least the following reasons.

Independent claim 24 recites "controlling the first data signal and the second data signal *to simultaneously increase or decrease the first voltage difference and the second voltage difference*". In the Office Action, the Examiner asserted that this claimed feature is disclosed in column 4, lines 4-36 of Tanioka.

Based upon Applicants' careful review, it is respectfully submitted that Tanioka does not disclose or suggest simultaneously increasing or decreasing the first voltage different and the second voltage difference, as claimed.

Columns 3 and 4 of Tanioka describe the structure of the LCD device shown in Fig. 1. In summary, the LCD device comprises the first and second column driving portions 20 and 30 and

the first and second row driving portions 40 and 50. The first column driving portion 20 drives the picture element in the odd-numbered columns and the second column driving portion 30 drive the picture element in the even-numbered columns. The first row driving portion 40 drives the gate lines of the odd-numbered rows and the second row driving portion 50 drives the gate lines of the even-numbered rows.

The output from the first polarity reversing circuit 60 is applied to the first column driving portion 20, and the output from the second polarity reversing circuit 70 is applied to the second column driving portion 30. Thus, the signals applied to the picture elements horizontally adjacent to each other are mutually reversed in polarity.

However, not a single sentence of Tanioka is directed to *simultaneously increasing or decreasing the first voltage difference and the second voltage difference*, as claimed. Applicants respectfully submit that Tanioka fails to disclose or suggest this claimed feature. Since none of the cited references discloses or suggests this claimed feature, it is submitted that claim 24 is patentable over them. Claims 25-31 that are dependent from claim 24 would be also patentable at least for the same reasons.

Similarly, independent claim 33 recites “a data driver controlling the first data signal and the second data signal to *simultaneously increase or decrease the first voltage difference and the second voltage difference*”. Thus, it is submitted that claim 33 is patentable over the cited references. Claims 34-42 that are dependent from claim 33 would be also patentable at least for the same reason.

Accordingly, Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) rejection of claims 24-31 and 33-42.

Claims 32 and 43 stand rejected under 35 U.S.C. §103(a) over Kim in view of Tanioka, and further in view of Japanese Patent Publication No. 03-125187 to Konoue, et al. ("Konoue"). This rejection is respectfully traversed.

Claim 32 is dependent from independent claim 24. As previously mentioned, claim 24 is believed to patentable over Kim and Tanioka. For example, neither Kim nor Tanioka discloses or suggests "controlling the first data signal and the second data signal to simultaneously increase or decrease the first voltage difference and the second voltage difference".

Konoue is directed to dividing a screen into at least two parts and scanning each block symmetrically with respect to the border therebetween. However, Konoue neither disclose nor suggest "controlling the first data signal and the second data signal to simultaneously increase or decrease the first voltage difference and the second voltage difference", as claimed.

Since none of the cited reference discloses or suggests these claimed features, it would not have been obvious to combine the cited references to arrive at the invention defined in claim 24. Thus, it is submitted that claim 24 is still patentable over Kim, Tanioka and Konoue. Claim 34 that is dependent from claim 24 would be also patentable at least for the same reasons.

With respect to claim 43, this independent claim recites "a data driver controlling the first data signal and the second data signal *to simultaneously increase or decrease the first voltage difference and the second voltage difference*". As previously mentioned, this feature is not disclosed or suggested in any of the cited references. Thus, it is respectfully submitted that claim 43 is patentable over the cited references.

Accordingly, Applicants respectfully request withdrawal of the 35 U.S.C. §103(a) rejection of claims '32 and 43.

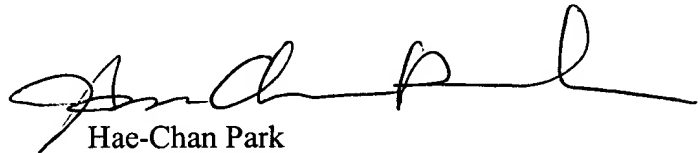
CONCLUSION

Applicants believe that a full and complete response has been made to the pending Office Action and respectfully submit that all of the stated grounds for rejection have been overcome or rendered moot. Accordingly, Applicants respectfully submit that all pending claims are allowable and that the application is in condition for allowance.

Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact the Applicants' undersigned representative at the number below to expedite prosecution.

Prompt and favorable consideration of this Reply is respectfully requested.

Respectfully submitted,



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